

# Building Strategies For Effective Economic Development & Post-Disaster Economic Recovery

## 2016 ECRC Workshops

These intensive boot-camp courses will help prepare local elected officials, community leaders, and economic development leadership to support economic development, disaster resilience, and economic recovery activities in their communities.

Workshops are free and lunch will be provided. Lodging reimbursement will be available for a limited number of elected officials. Participants may choose to attend either or both modules A and B, and are welcome to attend any of the upcoming workshops. State-specific resources will be presented by the state economic development or emergency management agency.

A total of 32 workshops are being held throughout the eight states of the Delta region—four in each state.



## INSTRUCTORS

### Mark Goodman, CEcD

- President, Goodman & Associates
- Expert on applied economic development information and analytics in support of community and business development



### Jeffrey Finkle, CEcD

- President & CEO, International Economic Development Council
- President of the world's largest economic development membership organization



### Lynn A. Knight, CEcD

- Vice President of Knowledge Management and Development, International Economic Development Council
- Expert in marketing, strategic planning, tourism development, small business and crisis management



### Tracy Kitts

- Chief Administrative Officer, International Economic Development Council
- More than 20 years of experience in entrepreneurship and entrepreneur support



### Howard Pierpont

- Board Chair, International Association for Disaster Preparedness and Response
- More than 30 years of business continuity and resilience experience



### Joy Wilkins, CEcD

- Economic Development Consultant
- More than 20 years of experience in community and economic development

\* Some workshops may have different or additional instructors.

## MODULE A:

### Two-day Intensive Course on Economic Development Strategies

#### Who Should Attend?

Course content is specially designed for mayors, county executives and chief local elected officials.

#### Topics Covered:

- The role of elected leaders in economic development; how public policy can make or break economic development efforts; key trends in economic development
- Strategic planning for economic development
- Business retention and expansion
- Industry targets and cluster analysis
- Connections between economic development and public policy
- Local and regional economic development stakeholders and partners
- State and Federal programs to assist in local economic development efforts
- Understanding key economic indicators and metrics in evaluating economic development performance
- Marketing and attraction: your community's economic development message; what makes a location competitive; key marketing techniques; strategic incentives; foreign direct investment
- Encouraging small business and nurturing entrepreneurship and community ecosystems
- The focus on jobs and facilitating workforce development

## MODULE B:

### Two-day Intensive Course on Disaster Resilience & Economic Recovery

#### Who Should Attend?

Course content is specially designed for local elected officials and high-level economic development, community and business leadership.

#### Topics Covered:

- Disaster preparation measures and building capacity for recovery
- Strategic planning for disaster recovery
- Proactive disaster risk management
- Business assistance after a crisis
- Maximizing response speed and effectiveness
- Alignment with Federal government response measures
- Working with emergency management, law enforcement, and fire protection entities
- Small business assistance and industry recovery
- Business retention and expansion before and after a disaster
- Assessing the economic impacts of a major disaster
- Crisis communications
- Federal resources for disaster planning and mitigation
- Infrastructure and building back better communities
- Neighborhood revitalization
- Economic diversification

Program presented by Delta Regional  
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